

II. REMARKS

In response to the final office action mailed 4/3/2009, the applicant amends claims 64, 69, 72, 77-83, 86, 88-98, and 100; and adds new claims 103-112. Claims 47-63, 65-68, 70, 75, and 76 are cancelled. Claims 64, 69, 71-74, and 77-112 are pending. Support for the revised and new claims can be found throughout the specification.

Further to the arguments presented in the request for continued examination filed January 27, 2009, the applicant notes that neither Von Kohorn (USP 5,227,874), nor Saigh (USP 5,734,823) teach or suggest either the limitation “wherein said client personal computer is associated with said potential consumer based upon the online service address of said client personal computer”, or limitations relating to a client and server process/apparatus in which the server sends a unique identifier to the client, receives an encrypted version of an identifier from a client and decrypts the unique identifier to determine with whom it is communicating; both of which are defined in amended independent claims 103 and 108. For these additional reasons, Von Kohorn in view of Saigh would not render amended claims 103, 108, and the claims that depend therefrom, unpatentable.

In view of the foregoing amendments, allowance of all claims pending in the application is respectfully requested.

Respectfully Submitted,

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